

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-10 LAB-04 NSAE-00
PA-02 SIL-01 USIA-15 OES-07 /060 W
-----016950 081411Z /41

P 081347Z MAR 78
FM AMEMBASSY MOSCOW
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 8753
AMEMBASSY VIENNA
AMCONSUL LENINGRAD

UNCLAS SECTION 01 OF 02 MOSCOW 03950

VIENNA FOR VONTILLIUS

E.O. 11652: N/A
TAGS: BEXP, UR
SUBJECT: COMMERCIAL EXHIBITS - FY '79

REF: (A) USDOC 3490, (B) USDOC 1222 AND PREVIOUS

1. USCO CONCURS WITH KIEV SOLO TIMING CONTAINED REFTEL A.
2. RE PARA 5, REFTEL B, SINCE WE HAVE NOT YET RECEIVED DETAILED LISTS OF PRODUCTS FOR SPECIALIZED '79 EXHIBITS FROM SOVIET CHAMBER AND DO NOT EXPECT THEM UNTIL APRIL, WE CAN PROVIDE AT THIS TIME ONLY PRELIMINARY PROS AND CONS. ON EDP THEME, HOWEVER, ACCOUNT HAS BEEN TAKEN OF FREQUENTLY EXPRESSED VIEWS OF FIRMS WITH ACCREDITED OFFICES IN MOSCOW AND OF VISITING EDP COMPANIES IN PAST FEW WEEKS.

3. EDP (FEBRUARY 14 - 23, 1979)

(A) ARGUMENTS PRO:

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(1) WE KNOW SOVIET INTEREST IN U.S. TECHNOLOGY IN THIS FIELD REMAINS GREAT.

(2) U. S. SUPPLIER UNIVERSE IS LARGE, AND ALSO REMAINS ACTIVE AND INTERESTED IN SOVIET MARKET. THUS, BASIC RECRUITMENT SHOULD BE EASY.

(B) ARGUMENTS CON:

(1) IN ORDER TO MAINTAIN BOTH SUPPLIER AND PURCHASER INTEREST, UP-TO-DATE TECHNOLOGY MUST BE EXHIBITED AND SEMINAR SESSIONS MUST ADDRESS ADVANCED STATE-OF-THE-ART. IT IS PRECISELY ON THIS LEADING EDGE OF EDP FIELD WHERE EXPORT LICENSING PROBLEMS WILL BE MOST ACUTE. IF U.S. FIRMS ARE UNABLE, THEREFORE, TO SHOW AND SAY WHAT SOVIETS WANT TO SEE AND HEAR, EASILY RECRUITED PROGRAM WILL PROBABLY COLLAPSE AND WE WILL END UP WITH NON-EVENT ON OUR HANDS.

(2) AS DIFFICULTIES DESCRIBED (1) ABOVE BECOME EVIDENT, LIST OF U.S. COMPANIES WILLING AND ABLE TO SHOW PRODUCTS OF INTEREST TO SOVIET END-USERS WILL LIKELY BE DISTILLED TO SMALLER GROUP OF INTERNATIONAL GIANTS IN FIELD, MANY OF WHOM ARE ALREADY ACTIVE IN USSR AND WOULD PROBABLY BE PRESENT AT EXHIBIT WITHOUT USDOC SUPPORT.

3. ENVIRONMENTAL CONTROL (FEBRUARY 28 - MARCH 12, 1979)

(A) ARGUMENTS PRO:

(1) MANY U. S. FIRMS IN THIS INDUSTRY ARE SMALL AND COMPRISE PRECISELY THAT UNIVERSE UPON WHICH WE SHOULD BE CONCENTRATING IN SETTING UP MARKET PROMOTION VEHICLES.

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(2) THERE IS CLEAR AND STRONG SOVIET INTEREST IN THIS FIELD, BOTH IN CONTROL AND MONITORING SECTORS.

(3) EXHIBIT ON THIS THEME SHOULD BE EXCELLENT FOLLOW-UP TO JUNE 1978 S/ME, DURING COURSE OF WHICH WE WOULD EXPECT TO GAIN FURTHER INSIGHTS INTO SOVIET MARKET REQUIREMENTS.

(B) ARGUMENTS CON:

(1) OBVERSE OF (A) (1) ABOVE IS, AS NOTED REF A, THAT RECRUITMENT MAY BE DIFFICULT.

(2) CONTRARY TO STATEMENT CONTAINED REFTEL A, WE FIND NO DIRECT EVIDENCE THAT ENVIRONMENTAL PROTECTION IN FACT ENJOYS ANY SPECIAL PRIORITY (AS OPPOSED TO STRONG INTEREST) WHICH MIGHT STRENGTHEN ITS RELATIVE POSITION IN INTENSE STRUGGLE FOR SHARE OF LIMITED SOVIET HARD CURRENCY HOLDINGS. IN FACT, IF THERE WERE TO BE ANY CUT-BACKS IN INTERNAL HARD CURRENCY ALLOCATIONS, THIS SECTOR WOULD PROBABLY BE AMONG THOSE FIRST HIT-- AS IT HAS PROVEN ITSELF TO BE SIMILARLY VULNERABLE IN

U.S.

(3) THERE IS DISTINCT POSSIBILITY THAT NUMBER OF
POTENTIAL PARTICIPANTS WILL BE DRAWN OFF BY "NAUKA '78"
(OCTOBER 12-23, 1978). "NAUKA '78" TAKES PLACE ONLY
FOUR MONTHS PRIOR TO "ENVIRONMENTAL CONTROL." WE

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UNDERSTAND THAT "NAUKA '78" IS PERCEIVED BY EQUIPMENT
MANUFACTURERS IN WEST AS MORE LIKELY THAN "ENVIRONMENTAL
CONTROL" TO ENJOY SIGNIFICANT SOVIET HARD CURRENCY
ALLOCATION WHICH WOULD MAKE POSSIBLE DIRECT SALES EITHER
AT TIME OF EXHIBITION OR AS FOLLOW-ON TO IT.

(4) U. S. MANUFACTURING UNIVERSE (FOR CONTROL DEVICES)
IS, AT THIS TIME, APPARENTLY UNENTHUSIASTIC ABOUT
SOVIET MARKET (ALTHOUGH WE ARE HOPING THAT OUR ENVIRON-
MENTAL CONTROL S/ME IN JUNE WILL REVERSE THIS TREND).

5. WE ARE OF OPINION THAT NEITHER OF ABOVE OPTIONS
LOOKS PROMISING ENOUGH TO WARRANT SELECTION AS SECOND
1979 SOLO EVENT FOR USDOC SUPPORT IN SOVIET UNION. WE,
THEREFORE, RECOMMEND CONSIDERATION OF A THIRD OPTION:
SECOND INTERNATIONAL EXHIBITION "MACHINERY, EQUIPMENT
AND INSTRUMENTS FOR TIMBER AND WOODWORKING INDUSTRY,"
MOSCOW, AUGUST 29 - SEPTEMBER 12, 1979. THIS INDUSTRY
DOES, IN FACT, ENJOY SPECIAL PRIORITY (MORE SO THAN THE
ENVIRONMENT) BECAUSE OF ITS STRONG POSITION AS HARD-
CURRENCY EARNER. ADDITIONAL, THIS GENERAL THEME COULD
CONCEIVABLY INCLUDE ENVIRONMENTAL CONTROL DEVICES AND
MONITORING INSTRUMENTS, AS WELL.

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6. PLEASE ADVISE. TOON

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